

# IGNITE

POLITICAL POWER IN EVERY YOUNG WOMAN

## Welcome, IGNITE the Vote Ambassador!

Did you know that your generation — Gen Z — will be up to 13% of the electorate this year?

Here's a fun fact: 4 million young people will turn 18 in 2020 and become eligible to vote.

And another: In the 2018 election, Gen Z women voted at a 6% higher rate than the men.

If it isn't clear to you yet, we'll say it out loud: **Gen Z has the power to determine the outcome of the 2020 election.**

There has never been a more important year to **FLEX YOUR POLITICAL POWER!** You have the power to shape the future of our democracy if you vote, if you help register your peers to vote, and if you encourage every person you know to cast their ballot.

**So here's what we're asking you to do:** become an IGNITE the Vote Ambassador and help us register and mobilize millions of Gen Z voters across America.



### Why become an IGNITE the Vote Ambassador?

Because voting is hard, especially during a pandemic. First, you've got to register (after you figure out where you'll be living in November). Folks who want to vote by mail have to secure an absentee ballot. If you have to vote in person, you've got to make the time to get to the polls while also attending school, work, or both. **YOU have the power to make it easier for your friends to navigate this process.**

### What are the requirements?

No experience necessary! Just a passion for change. We've got you covered.

### What does an IGNITE the Vote Ambassador do?

IGNITE has created a mobile-friendly chatbot named Sophia to walk first-time voters through the registration process, help them secure their absentee ballot, and make a plan to cast that vote.

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As an IGNITE the Vote Ambassador, you'll use social media to guide your community and peers to Sophia. Once they click the link, Sophia will walk them through the process and help them every step of the way from now until election day.

IGNITE wants this to be fun and easy! We've set this up so you can spend as little as 15 minutes a week and commit more time as you see fit. The more time you invest in outreach, the more prizes you'll win!

## What do you get?

IGNITE wants to make sure that we celebrate and recognize you — the fabulous women across America who sign up to save our democracy. **For every 25 people you refer to Sophia, you'll get to pick gift cards from your favorite brands!** Each week, we'll recognize the top IGNITE the Vote Ambassadors on our social media. Ambassadors who end up mobilizing the most people across the country will be referred to national press and media outlets to talk about the importance of the youth vote in the 2020 election.

## How it works

You'll be assigned a unique link that will allow IGNITE to track your referrals to Sophia. You'll get this link in your welcome email. Every week, IGNITE will have a "Voter Activation Task" for you. Bookmark [this page](#) to quickly find the task of the week.

IGNITE will share the weekly task with you in two ways. Every Monday between now and the November 2020 election, you'll get:

- A notification via text message at the number you provide. It will look something like this: *Hey IGNITE the Vote Ambassador! Your weekly activation task is ready for you at [https://www.ignitenational.org/voter\\_activation](https://www.ignitenational.org/voter_activation). Thanks!*
- An email reminder from [vote@ignitenational.org](mailto:vote@ignitenational.org) with the same information included in the text.

## A statement about non-partisanship

We get it — you probably have *really* strong feelings about this election. Remember that IGNITE is a non-profit (501c3), so please refrain from posting on behalf of IGNITE and endorsing any particular candidate or political party. We thank you!

[Ready to #IGNITetheVOTE?](#)  
[Click here to get your tasks!](#)

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If you have questions, email [vote@ignitenational.org](mailto:vote@ignitenational.org).

## What is IGNITE?

IGNITE is a movement of young women who are ready and eager to become the next generation of political leaders. We are training over 10,000 young women across America to step into their political power and empower others to join them. [ignitenational.org](http://ignitenational.org)

## What is IGNITE the Vote?

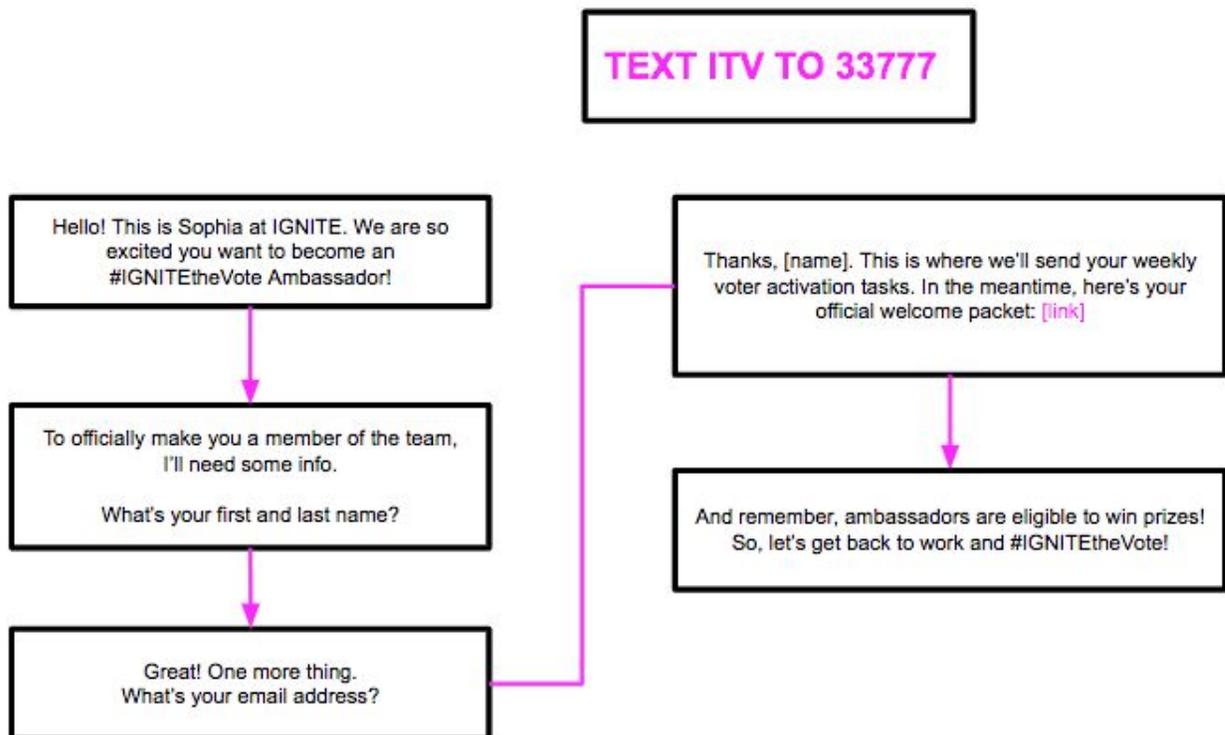
Gen Z has the power to determine the upcoming election. IGNITE the Vote is a campaign to help first-time voters get educated, registered and mobilize to cast their ballot. [www.ignitenational.org/vote](http://www.ignitenational.org/vote)

# IGNORE CONTENT BELOW THIS LINE

**How do people enroll in the ambassador program:**

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## Digital Organizing

Digital organizing has found its place in activism and can be an extremely powerful tool. Each of us has communities that we influence with the content that we share on social media. We hope that leveraging digital organizing will propel us to reach larger audiences.

- Step 1: Reflect - why do you care about voting?
- Step 2: Create - design your post and the image you will use
- Step 3: Share - post your image and your language
- Step 4: Engage - use hashtags and tag folks. Engage with them as they comment and like your post
- Step 5: Assess your impact - Look at social media analytics to see how many people you are reaching (How-to articles here: [Instagram](#), [Facebook](#), [Twitter](#), [TikTok](#), [SnapChat](#))

### How to tag IGNITE on different social media platforms

Twitter	@IGNITE_National
Instagram	@IGNITE_National

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Facebook	Begin typing @Ignite National and we'll pop up in a list of options. You'll have to include the "@" symbol directly before the "I" in IGNITE
SnapChat	@IGNITE_National
Tiktok	@IGNITE_National

## **Main hashtags of the campaign:**

#IGNITEtheVote

## **Graphics -**

+add link to graphics here

## **Sample Content June 22-August 15**

All post need to include one of the following CTAs:

- Get your personal voting plan at [link].
- Test IGNITE to 33777 to get your personal voting plan.

<b>Week of</b>	<b>Theme</b>	<b>Sample Copy*</b>	<b>Image Options</b>
June 22	Introducing ItV	This is an example. Please use your creativity and perspective to write a post that is in your voice and best represents what the topic of the day means to you.  This week, I attended #YoungWomenVote with (Add speaker tags) - now I'm ready to #IGNITEtheVote because _____(link to Sophia - text IGNITE to 33777)	Young Women Vote graphic or screenshot from the summit
July 4	Introducing ItV	Today is the 4th of July and I'm committed to #IGNITEtheVote because _____(link to Sophia)	4th of July themed image
July 27	Campaign Countdown	We're 100 days away from Election Day. Here are three things you can do today: register, look up your candidates and make a plan to vote. Join me to #IGNITEtheVote	100-day countdown

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August 1	National Girlfriends Day	Use today to challenge your BFFs to #IGNITetheVote	
Aug 10	Back to School	As we head back to campus, I challenge you to take the #IGNITetheVote challenge ---	

To do - educational content (eg link to old posts that they can share) - need more value-added content

## Tips and Best Practices

- Make sure to tag IGNITE in all posts and shares
- Use the campaign hashtags in every post
- Folks may not agree with you when you share your opinions - be ready for that. Use it as an opportunity to respectfully engage your community in dialogue.

## Content- Basic and Intro to the campaign

- Connect Voting to Pandemic, our Social Media ToolKit, ignite mission, what is the campaign, why is voting important to me, graphics, sharing to get to sophia bot, sample script for calling people, countdown to election date, how to have tough conversations.
- Non-Partisan disclosure
- Why the political is personal
- Disclaimer: outcome might change based on COVID